

ABSTRACT

The proportion of mobile cellular connections in Global and Aspac according to We Are Social 2017 consists of prepaid 70% payment systems while postpaid 30%. kartuHalo is one of Telkomsel's inventory as a postpaid service. Identification of the customer based brand equity approach of Telkomsel kartuHALO to increase customer satisfaction and Loyalty is expected to be implemented so that customers do not churn (stop subscribing) and can increase the number of active customers kartuHALO. With the increase in the number of kartuHALO customers, it is expected to improve the positioning of Telkomsel as a market leader in the provision of post service

This study aims to determine the method of Customer Based Brand Equity (CUSTOMER BASED BRAND EQUITY) of kartuHalo for customer satisfaction and Loyalty. CUSTOMER BASED BRAND EQUITY consists of the brand Salience, Performance, Imagery, Judgments, Feelings and Resonance that discuss satisfaction and Loyalty for kartuHalo customers.

This research is descriptive to collect information and causal research to know causal relations based on hypotheses. This study uses a questionnaire survey for kartuHalo customers who have been subscribing for more than 1 year in the Jabodetabek and Jabar area based on the Telkomsel area. Data analysis techniques were carried out using Partial Least Squares (PLS) from Structural Equation Modeling (SEM).

Salience, Satisfaction, Performance, Judgments, Imagery, Feelings and Resonance have results agree in representing brand equity. kartuHalo satisfaction and Loyalty have a category that agreeing to the statement. Brand equity towards kartuHalo customer satisfaction that has a positive influence is Imagery, Judgments, Feelings and Resonance, while those that have no positive influence are Salience and Performance. Satisfaction has a positive influence on Loyalty. Age moderates satisfaction with kartuHalo customer Loyalty, while Gender and Cellular Expenditure not moderates satisfaction with kartuHalo customer Loyalty.

The results of this study give recommend for Telkomsel to develop and maintain service performance from kartuHalo based on variabel indicators of saliences, performance, imagery, judgments, feelings and resonance that have below average customer perception values and make variabel imagery, judgments, feelings and resonance as the satisfaction and Loyalty paradigm for kartuHalo by creating and developing several programs that are in accordance with the theory and results of these variabels.

Key Words: *Customer Based Brand Equity; Satisfaction, Loyalty; postpaid service.*